



NJBWC Sponsorship Opportunities

2025

Supporting Safe, Equitable, Accessible and Sustainable Transportation Options for All



www.njbwc.org



About Us



Mission

The New Jersey Bike & Walk Coalition (NJBWC) is dedicated to improving the quality of life for individuals and whole communities in New Jersey through the multifaceted – climate, economic development, public health, safety, – benefits of biking, walking, rolling and other modes of active transportation.

The coalition works with elected leaders, grassroots advocates, and policymakers to promote policy, programming, education and infrastructure that expands transportation choices and enables safe equitable mobility for all.



Key Achievements

- Successfully coordinated efforts across agencies and advocated our state legislators to pass **the Target Zero Commission Bill**, to end traffic fatalities and serious injuries in New Jersey, especially among vulnerable road users.
- Successfully advocated for **the (Essex Hudson) Greenway**, New Jersey's next State Park and launching an initiative to create a **North Jersey Trail Network**.
- Successfully advocated for **the Safe Passing Law**, launched a major public awareness campaign and resource center and continue to expand community outreach.
- Launched the **Streets Are For Everyone (SAFE) Network** to empower advocates across the state to create safer, complete and green streets in their communities.
- Provided **education workshops** encouraging safe biking and walking for cyclists, pedestrians and drivers.

NJBWC Sponsorship Benefits



Sponsors will gain premier exposure to industry leaders through in-person and digital branding placements. Our annual Summit provides valuable networking opportunities, including face-to-face connections with elected officials, state, county and municipal leaders, transportation and urban planners, businesses, and community members and organizations who are passionate about advocacy for those walking and cycling.

Sponsorship aligns your brand values and goals as a key partner with NJBWC in collective action and advocacy towards safe, accessible and equitable travel for all New Jersey residents. Enhanced brand visibility will continue throughout the event and throughout the year in our digital communications, maximizing exposure to both in-person and online audiences.



Annual Bike & Walk Summit Overview



The New Jersey Bike & Walk Summit will feature keynote speakers and inspiring talks from leading voices in the biking and walking communities, hands-on sessions covering the latest trends and best practices in sustainable transportation, and ample networking opportunities to connect with like-minded professionals and enthusiasts.

Typical participation: 200+ people per year.



About the 2025 Summit

Purpose

The purpose of the Summit is to provide an annual opportunity for people to come together and discuss important issues affecting those walking and cycling. The Summit aims to:

- **PROMOTE** awareness
- **SHARE** knowledge
- **FOSTER** collaboration
- **ADVOCATE** for change
- **INSPIRE** action!

Time & Location

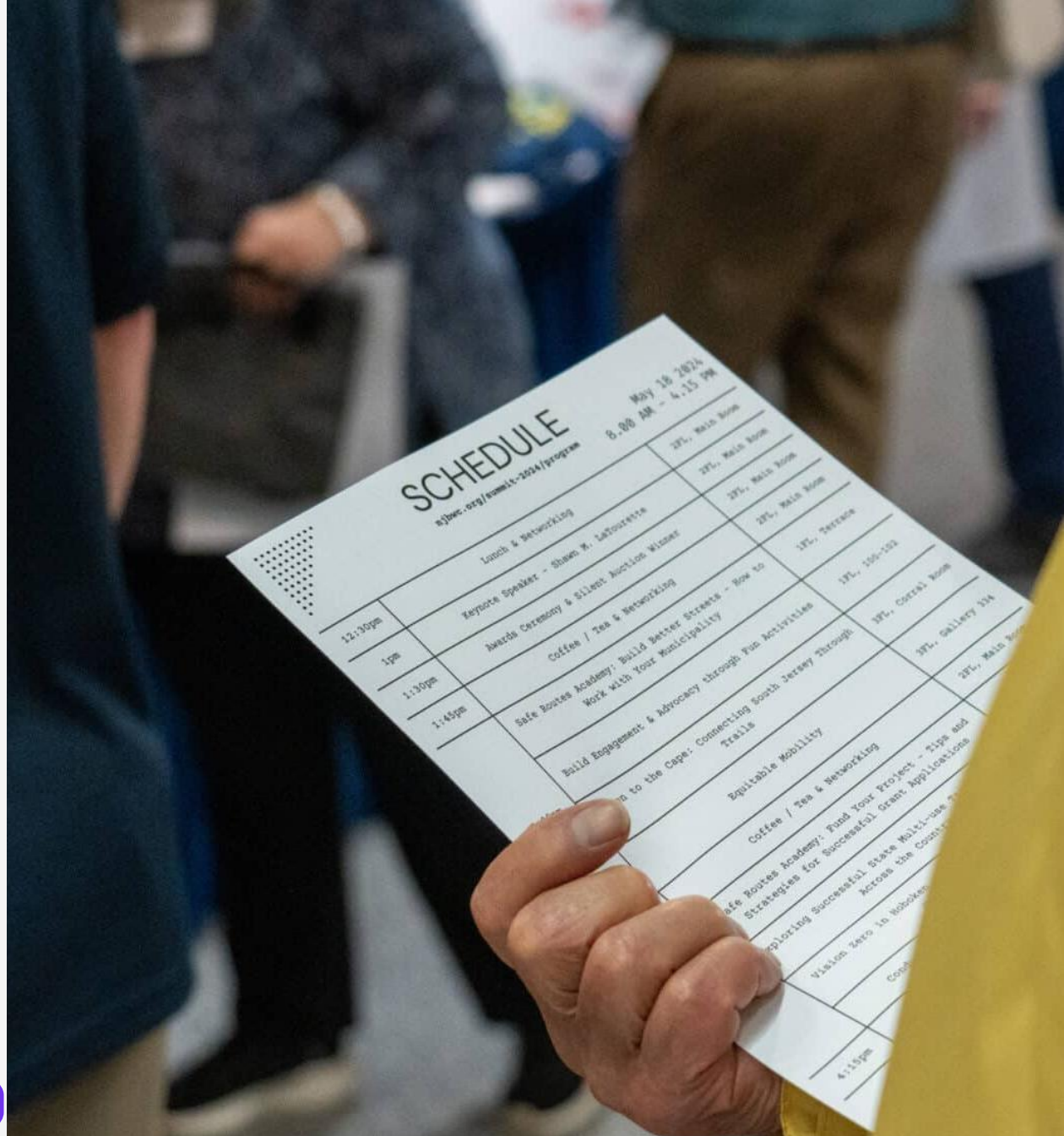
Date: Saturday, March 29, 2025

Time: 8:00 am – 4:00 pm

Location: Princeton University



<https://njbwc.org/summit-2025>



2025 NJBWC Summit Sponsorship Packages



	Friends	Bronze	Silver	Gold	Platinum
	\$350	\$1,000	\$2,500	\$4,000	\$7,000
Premium branding as Lead Summit Sponsor with premium logo placement at Summit, Opening Keynote, Summit Program, and on Summit t-shirt					✓
Logo at Keynote Session and in Summit Program, tiered by sponsorship level		✓	✓	✓	✓
Special Recognition email blast to NJBWC's 18,000 subscribers				✓	✓
Complimentary Summit tickets	1	2	5	8	10
Table at Summit			✓	✓	✓
Invitation to post-Summit cocktail celebration event		✓	✓	✓	✓
Sponsor's logo on NJBWC website, newsletters and emails, tiered by sponsorship level		✓	✓	✓	✓
Listed as a sponsor on NJBWC's website	✓				
NJBWC Special Sponsor Appreciation Pack, tiered by sponsorship level			✓	✓	✓
Inclusion of sponsor's materials in Summit attendee's swag bags			✓	✓	✓

Sponsorship Package – Platinum Level



\$7,000

PLATINUM Level Sponsorship includes:

- Premium branding as Lead Summit Sponsor with premium logo placement at Summit, Opening Keynote, Summit Program, and on Summit t-shirt
- (10) Complimentary Summit Tickets
- Premium Table placement at Summit
- Special Recognition email blast to NJBWC's 18,000 subscribers introducing our **PLATINUM** sponsor and highlighting the company/organization with links to your website
- An individual social media post during the year highlighting the sponsor
- **PLATINUM** Sponsor's logo appears on NJBWC website, all newsletters, email blasts, throughout the year
- NJBWC Special Sponsor Appreciation Pack, tiered by sponsorship level
- Invitation to post-Summit cocktail celebration event
- Inclusion of sponsor's materials in Summit attendee's swag bags

Sponsorship Package – Gold Level



\$4,000

GOLD Level Sponsorship includes:

- **GOLD** Sponsors' Logos at Opening Keynote Session, in Summit Program, and on Summit t-shirt
- (8) Complimentary Summit Tickets
- Table at Summit
- Special Recognition email blast to NJBWC's 18,000 subscribers introducing our **GOLD** sponsors, highlighting their companies/organizations with links to their websites
- Logos of **GOLD** Sponsors appear on NJBWC's website, newsletters, and email blasts, throughout the year
- NJBWC Special Sponsor Appreciation Pack, tiered by sponsorship level
- Invitation to post-Summit cocktail celebration event
- Inclusion of sponsor's materials in Summit attendee's swag bags

Sponsorship Package – Silver Level



\$2,500

SILVER Level Sponsorship includes:

- **SILVER** Sponsors' Logos at Opening Keynote Session, in Summit Program, and on Summit t-shirt
- (5) Complimentary Summit Tickets
- Table at Summit
- Logos of **SILVER** Sponsors appear on NJBWC's website, newsletters, and email blasts, throughout the year
- NJBWC Special Sponsor Appreciation Pack, tiered by sponsorship level
- Invitation to post-Summit cocktail celebration event
- Inclusion of sponsor's materials in attendee's swag bags

Sponsorship Package – Bronze Level



\$1,000

BRONZE Level Sponsorship includes:

- **BRONZE** Sponsors' Logos at Opening Keynote Session, in Summit Program, and on Summit t-shirt
- (2) Complimentary Summit Tickets
- Logos of **BRONZE** Sponsors appear on NJBWC's website, newsletters, and email blasts, throughout the year
- Invitation to post-Summit cocktail celebration event

Sponsorship Package – Friends Level



\$350

FRIENDS Level Sponsorship includes:

- Listed with **2025 Summit FRIENDS** sponsors on NJBWC's website
- (1) Complimentary Summit Ticket

2024 Summit Sponsors



Platinum Sponsor



Gold Sponsors



Silver Sponsors





2024 Summit Sponsors

Bronze Sponsors



Become a 2025 NJBWC Summit Sponsor



Ready to commit to sponsorship?
Simply fill out our sponsorship form:

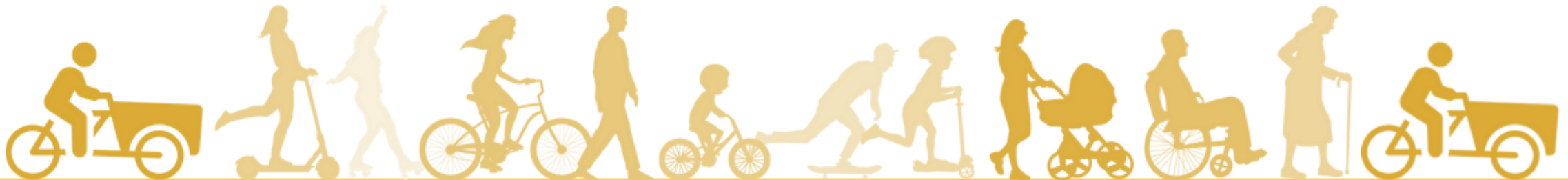


[Sponsorship Form](#)

For more information, contact:
Debra Kagan, Executive Director
kagan@njbwc.org
201-452-4087



*With your help we can improve our
quality of life here in the
Garden State!*



Customized NJBWC Business Partnership Opportunities

New Jersey Bike & Walk Coalition offers long-term partnership opportunities, inviting collaboration at any time throughout the year. Options include co-hosting future events, collaborating on initiatives, ongoing brand visibility, and creating sustained value for sponsors.

If you're interested in discussing this option, please reach out to Debra Kagan at kagan@njbwc.org.



Thank You

We deeply appreciate your consideration of sponsorship. Your support enables us to continue our mission of promoting safe, equitable, accessible, and sustainable transportation options for all New Jersey residents.

By partnering with us, you are investing in a future where walking, cycling, and rolling are safe, viable, and enjoyable modes of travel. Together, we can create a better, more connected community.

Thank you for your commitment to making a difference. We look forward to the possibility of working together to achieve our shared goals.

